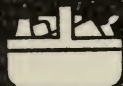


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CONSUMER TIPS > >

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HOW TO MAKE THEM LAST

1. Have soles & heels repaired promptly.
2. Keep shoes polished to preserve leather.
3. Keep paper stuffed in shoes when not in use - or shoe-trees, if they conform to shape of shoe.
4. Perspiration is hard on shoes; if possible, alternate wearing of pairs.
5. Wear shoes to suit purpose intended: work, dress, etc.
6. Let wet shoes dry slowly, away from heat; stuff with paper to reshape; rub with neat's foot oil while wet.

HOW TO BUY SHOES

1. First decide type needed & purpose - for dress or work.
2. Take time to shop around, comparing values & prices.
3. Don't buy by size alone; try both shoes on, walk around.
4. Allow at least $\frac{1}{2}$ inch toe-room between foot & toe of shoe; should be broad enough to let toes lie flat.
5. Ball of foot (widest part, from little toe to joint of great toe) should rest at widest part of sole for fit.
6. Shank of shoe should fit snugly under arch of foot.
7. Shoe should hug heel of foot, no slipping or gaping.
8. Top should fit snugly, not pinch or cut; if shoes lace there should be small gap over tongue so laces may be tightened if material stretches.
9. Never buy shoes that need alterations; not satisfactory.
10. Use low heels for working, walking; high only for dress. CT-92

CONSUMERS' COUNSEL DIVISION, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C.

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CONSUMER TIPS

BUYING AND CARE OF RATIONED SHOES

(Information from the Bureau of Home Economics)

1. Repair as soon as necessary; particularly, heels.
2. Keep polished to preserve leather; brush frequently.
3. Stuff paper in shoes after wearing; trees, only if they conform to shape of shoe; paper, after shoes get wet.
4. Alternate two pairs; give each pair rest and air every other day; perspiration rots leather and linings.
5. Take time to shop for fit; better fit, longer wear.
6. Use rubbers or covering to protect shoes on wet days.
7. Let wet shoes dry slowly, away from heat. Stuffed with newspaper to reshape; rub with neat's foot oil while wet.
8. Wear shoes for purpose intended; work shoes, for work.

9. Before entering store, decide kind of shoe needed.
10. Take time to shop from store to store; compare values and prices; don't let clerk hurry you.
11. Buy by fit, not by size: try both shoes on; walk around, in store, checking comfort of fit as you walk.
12. Check shoe points: long enough-- $\frac{1}{2}$ inch beyond toe; ball of foot, resting at widest part of sole; under arch--snug fit; heel--snug fit; instep--no pinch or cutting from top; broad--let toes lie flat.
13. Never buy shoes that need alterations.
14. Buy shoes in shape of foot: straight along the inner edge; no curve or swing to outer edge.
15. Use low heels for working, walking; not too narrow, not too high, no slant in pitch of heel. CT-92 (Rev.)